CREDIT CARD

WEEKLY STATUS REPORT

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Project Objective

- To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

DAX Queries

- AgeGroup = SWITCH(TRUE(),

```
'public cust_detail'[customer_age] < 30, "20-30",
'public cust_detail'[customer_age] >= 30 && 'public cust_detail'[customer_age] < 40, "30-40",
'public cust_detail'[customer_age] >= 40 && 'public cust_detail'[customer_age] < 50, "40-50",
'public cust_detail'[customer_age] >= 50 && 'public cust_detail'[customer_age] < 60, "50-60",
'public cust_detail'[customer_age] >= 60, "60+", "unknown" )
```

DAX Queries

- IncomeGroup = SWITCH(TRUE(),

  'public cust_detail'[income] < 35000, "Low",
  'public cust_detail'[income] >= 35000 && 'public cust_detail'[income] = 70000, "High",
  "unknown")

DAX Queries

- week_num2 = WEEKNUM('public cc_detail'[week_start_date]) Revenue = 'public cc_detail'[annual_fees] + 'public cc_detail'[total_trans_amt] + 'public cc_detail'[interest_earned]

- Current_week_Reveneue = CALCULATE(SUM('public cc_detail'[Revenue]), FILTER(ALL('public cc_detail'), 'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])))

- Previous_week_Reveneue = CALCULATE(SUM('public cc_detail'[Revenue]), FILTER(ALL('public cc_detail'), 'public cc_detail'[week_num2] = MAX('public cc_detail'[week_num2])-1)

Credit Card Transaction Report Overview

- **Revenue and Transaction Highlights:**
  - Total Revenue: **$55M**
  - Interest Earned: **$7.8M**
  - Transaction Volume: **$44.5M** across **655.7K** transactions.

- **Key Segment Insights:**
  - **Top Card Categories:**
    - **Platinum & Gold** cards generate the highest revenue and transaction volumes, contributing significantly to total interest earned.
  - **Revenue by Chip Category:**
    - **Swipe** transactions dominate, bringing in **$35M**, followed by **Chip** transactions at **$17M**.
  - **Top Expenditure Types:**
    - Major categories include **Bills (14M)**, **Entertainment (10M)**, and **Fuel (9M)**.

- **Demographics & Customer Segments:**
  - **Job Types:** Businessmen contribute **$17M** in revenue, followed by White-collar workers with **$10M**.
  - **Education Level:** Graduates contribute **$12M**, highlighting the significant value from educated customer segments.
  - **State-Wise Performance:** States like **Texas, New York, and California** are major revenue contributors.

Credit Card Transaction Report Overview

- **Customer Metrics**::
  - Average Customer Income: **$575.9K**
  - Average Customer Rating: **3.2/5**
- **Revenue Segmentation**::
  - **Age Group:** The 30-40 age group generates the highest revenue at $18M.
  - **Income Group:** The **high-income group** contributes **$23M**, showcasing a strong link between income and spending.
  - **Marital Status:** Married customers account for **$15M**, with a nearly equal split between married and
- **Top Insights by Geography and Behavior**::
  - **Top Performing States: TX, NY, CA** contribute **68%** of overall revenue
  - **Activation & Delinquency Rates:** The overall activation rate stands at **57.5%**, while delinquency remains at **6.06%**..